



CITY OF NEW RICHMOND
THE CITY BEAUTIFUL

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**Economic Development Commission Meeting
City of New Richmond, Wisconsin
Thursday, September 3, 2015
7:30 a.m. at the Civic Center (ED Lab)**

Please call Kari Kraft at 715-246-0407 or e-mail her at kkraft@newrichmondwi.gov if you cannot attend this meeting. Thanks!

AGENDA:

1. Call to Order
2. Roll Call
3. Adoption of Agenda
4. Approval of Minutes of the previous meeting, July 16, 2015
5. Committee Updates
 - Marketing/Site Visit Committee
 - Downtown Plan Implementation
6. Business Updates
7. Draft Master Plan for TIF #6
8. Northside Redevelopment
9. St. Croix EDC
10. NRAEDC
11. Chamber of Commerce
12. Announcements/Communications
13. Adjournment

cc: City Council, The News, Northwest Community Communications, City Web site

A majority of the members of the New Richmond City Council may be present at the above meeting. Pursuant to State ex rel. Badke v. Greendale Village Board., 173 Wis. 2d 553, 494 N.W. 2nd 408(1993) such attendance may be considered a meeting of the City Council and must be noticed as such, although the Council will not take action at this meeting.

If you need a sign language interpreter or other special accommodations, please contact the City Clerk at 246-4268 or Telecommunications Device for the Deaf (TDD) at 243-0453 at least 48 hours prior to the meeting so arrangements can be made.

Come Grow With Us!



MEMO

TO: Economic Development Commission
FROM: Beth Thompson, Community Development Director
DATE: August 27, 2015
RE: EDC Report

Committee Updates

Marketing/Site Visit Committee – Members consist of Scott Jones, Jim Zajkowski and members from the previous year's committee Susan Lockwood, Summer Seidenkranz and Judy Simon.







Goal(s) – To visit 36 businesses throughout the summer of 2015
To market our new Impact Fees and structure

Plan to Accomplish Goal(s) – *Site Visit Schedule* (schedule may change)

Thursday, May 14	1:00 – 3:00 p.m. (4 Businesses)
Thursday, May 28	9:00 – 11:00 a.m. (4 Businesses)
Thursday, June 11	1:00 – 3:00 p.m. (Cancelled)
Wednesday, June 24	1:00 – 3:00 p.m. (4 Businesses)
Thursday, July 9	1:00 – 3:00 p.m. (4 Businesses)
Thursday, July 23	1:00 – 3:00 p.m. (4 Businesses)
Thursday, August 27	1:00 – 3:00 p.m. (4 Businesses)
Thursday, Sept. 9	1:00 – 3:00 p.m. (4 Businesses)
Tuesday, Sept. 22	9:00 – 11:00 a.m. (4 Businesses)

(The City will make appointments with the businesses)

To date, the members of this committee have visited with the following Businesses:

-  Zaxx Cabinets
-  Isometric Tool and Design
-  Phillips Medisize
-  Wisconsin Wire Cloth (Name changed to Unified Screening & Crushing of Wisconsin)
-  Federal Foam Technologies
-  Oevinger Homes

- ✚ National Refund and Marketing
- ✚ Accelerated Plastics
- ✚ Countryside Plumbing and Heating
- ✚ Eagle Engineering
- ✚ S & S Coating
- ✚ Balsam Millworks
- ✚ Fastenal
- ✚ 45th Parallel
- ✚ Fitzgerald Lawn Care
- ✚ Liquid Waste Technologies (LWT)
- ✚ Haasch Realty
- ✚ Hometown Investments & Insurance

Marketing our City and new impact fees:

1. May 21st and May 22nd the marketing piece was mailed out to 375 builders in the Twin Cities and Western Wisconsin – **completed**
2. Week of June 1st call all people who went to the developers meeting to check in with them for suggestions, etc. – **completed on 6/8/15**
3. Week of June 1st put on website homepage and building inspections page, Facebook and Twitter – **completed on 6/2/15**
4. Week of June 1st put the Public Notice in surrounding community Newspapers – **completed on 6/5/15**
5. Week of June 15th will put the marketing piece or a portion of it in the MN Business Journal, St. Paul Pioneer Press and the Star Tribune – **completed week of June 8 also as of July 8th we did a boost on Facebook and will be doing Facebook ads the week of July 13**

Results of the Facebook ads are as follows:

The Facebook boost has had 263 impressions

The Facebook Ad has had 9,492 impressions

Business Updates

Barley Johns Brewery

They are brewing beer at Barley Johns! The Ribbon Cutting is set for September 10, 2015 at 3:00 p.m.

Phillips Medisize

The building shell is mostly complete; doors and windows still need to be installed. Some exterior painting has started. The HVAC equipment has been set on the rooftop and site grading at the loading docks has been completed. The interior work continues with framing up walls and extensive mechanical and electrical work throughout the addition.

Croft Apartments

Some real progress has been made during the last month. All of the apartments in the north portion of the building are “roughed in”, insulated and currently being sheet rocked. Exterior brick work has started on the west side of the building. Recently, the garages have been framed up. Rough in work will continue through the remainder of the building during the next month. Once the brick work is complete you should see siding installed and balconies constructed.

Backyard Paradise

Site work is taking the lead on this project with the display areas and monument sign being the most visible changes. The interior office area is ready to be sheet rocked and finished out.

WH St. Croix Building Project

This building is starting to take shape with the framing of the exterior walls that started earlier this week. The foundation was completed several weeks ago; however the contractor has been working to finish at Backyard Paradise before starting this project.

New Projects

The City of New Richmond is working on two new projects for the 18 acres. We are not able to talk about them yet, but they may be announced within the next month.

Draft Master Plan for TIF 6

I will be updating the Economic Development Commission on the progress we have made on our internal Master Plan for TIF 6.

Northside Redevelopment Meeting

Mike will be updating the Economic Development Commission on the meeting that took place Friday, August 21, 2015.

**CITY OF NEW RICHMOND
ECONOMIC DEVELOPMENT COMMISSION
MINUTES OF MONTHLY MEETING
Thursday, July 16, 2015**

Pursuant to due call and notice thereof, a regular meeting of the Board of Commissioners of the Economic Development Commission was called to order by President Mike Darrow at 7:32 a.m. on July 16, 2015.

Roll call was taken.

Members Present: Susan Lockwood, Summer Seidenkranz, John Walsh, John Soderberg, Jim Zajkowski, Scott Jones, Karl Skoglund and Mike Darrow

Members Absent: Chris Polfus, Judy Simon and Rob Kreibich

Others Present: Beth Thompson, Kari Kraft and Mark Mitchell

Summer Seidenkranz moved to adopt the agenda, seconded by Karl Skoglund, and carried.

Jim Zajkowski moved to approve the minutes of the May 7, 2015 meeting, seconded by Summer Seidenkranz, and carried.

Welcome Rob Kreibich

Rob was not present at the meeting, however, Mike Darrow informed the Commissioners that Rob was appointed as a new EDC member.

Federal Foam Overview – Cathy Longtin

Cathy gave an overview of Federal Foam's history, operations, and future hopes for expansion. They are currently running out of space in their current facility.

Committee Updates – Beth Thompson/Mike Darrow

Marketing and Site Visit Committee

The marketing piece was sent out to 375 builders in the Twin Cities and Western Wisconsin, was posted on the City's website, Facebook and Twitter and was published in surrounding community newspapers. (MN Business Journal, Star Tribune and Pioneer Press). The committee decided to spend a little bit of money to advertise the City of New Richmond on Facebook and also "boost" the post on the impact fee structure changes in an effort to increase development interest.

Surpassed the marketing committee's goal of 950 Facebook "likes." The 2015 goal is 1400 "likes."

This committee has had a lot of success in meeting with area businesses to discuss needs and to get feedback on the City's performance in helping to retain and attract businesses. Additional talking points included marketing the City's new impact fee structure and discussing development opportunities.

Downtown Plan Implementation Committee

There have been meetings with the downtown businesses regarding the parklet concept. A plan for this concept was submitted by S.E.H. to the WI DOT. It appears that this document has been stalled in Madison. Beth will talk to downtown business owners to update them on the status of the project.

Business Updates

Barley Johns Brewery

Anticipated opening is mid-July, however, John Moore stated that they are still waiting on some of the Federal and State licenses that he needs in order to begin brewing.

45th Parallel & Distillery

The addition to 45th Parallel has been completed

Phillips Medisize

The project is on schedule for completion. The concrete floor has been poured and some inside framing has been done.

Croft Apartments

The project is moving along and the roof was recently completed.

WH St. Croix Building Project

The ground has been broken for the new St. Croix Station building to be located behind Maurice's.

Gold Ready Site – Momentum West

Received formal approval as a Gold Shovel Ready sites for 17 parcels of land in the business and technical park. The next step for the City is to start marketing these development ready sites on the State of WI's "Locate in Wisconsin" property database. There were suggestions from the group that prices for the lots should be listed or marketed at "Sites starting at \$1,000 per acre."

Site Selectors Guild – FAM Tour

City staff hosted the site selectors and gave a presentation on why businesses should choose New Richmond. This was seen as a positive experience for New Richmond, and we received some positive feedback on the quality of our available land.

Northside Redevelopment

Businesses on the north side of the City (from Subway to Pete's Pizza) will be invited to attend a breakfast on August 14th from 8 am – 9 am to discuss opportunities for redevelopment and the things that they would like to see on the north side.

St. Croix EDC – Mark Mitchell

Mark discussed the success of the FAM Tour from the perspective of Momentum West.

NRAEDC – John Soderberg

John gave an update on the bridge work to date and also mentioned that a business is interested in moving to New Richmond but would need access to a Railroad.

Chamber of Commerce

No updates.

Announcements /Communications:

None.

Adjournment:

Motion was made by Susan Lockwood to adjourn, seconded by Scott Jones, and carried. The meeting adjourned at 8:30 a.m.

A tour of the Federal Foam facility was offered to any interested parties.

Minutes by Kari Kraft

cc: Mayor Horne, Clerk and City Council